



The City of Greenville, South Carolina
Public Notice

To: Property Owners, Owners of property located within 300 feet of the following Applications;
and Neighborhood Association Representatives
From: Planning & Development Division
Subject: Conditional Use Applications for Administrative Review
Date: June 16, 2016

The following applications are currently under review by the Planning & Development Division:

- A. CU 16-402.** Application by Frost Mug Sales LLC dba "Casual Pint" for a Conditional Use Permit to operate a bar closing by midnight at **1818 Augusta St Suite 120** in a C-2, Local Commercial District (TM# 0216000100200)
- B. CU 16-408.** Application by Gangnamstyle LLC dba "Otto Izakaya" for a Conditional Use Permit to operate a restaurant until 2 AM at **15 Market Point Dr**, in a PD, Planned Development District (TM# 0547010101646)
- C. CU 16-412.** Application by Greenville Rooftop LLC dba "UP on the Roof" for a Conditional Use Permit to operate a restaurant until 2 AM at **250 Riverplace Suite 800**, in the C-4, Central Business District (TM# 0060000300329)

You are invited to review documents relating to the applications on file in the Planning and Development office on the 5th floor of City Hall, 206 South Main Street, Greenville, between 8:00 AM and 5:00 PM, Monday through Friday. Some documents may also be reviewed online at www.greenvillesc.gov/1182/Conditional-Use-Submissions. For assistance, call the office at 864.467.4476.

A public comment period for these applications is open for 15 calendar days from the date of this letter. Written comments may be submitted to:

City of Greenville
Planning & Development
PO Box 2207
Greenville, SC 29602

Fax: 864.467.4510
Email: planning@greenvillesc.gov

Please reference the application number and include your name, address, and contact information on all correspondence. Comments received prior to a decision will be made part of the public record.

The Administrator will make a decision as to whether the request conforms, or does not conform, to the criteria enumerated in the application and found in Section 19-2.3.6 of the City Code. If a request is granted, conditions of approval may be included in order to address any related impacts of the use. Upon approval, Staff will prepare a Conditional Use Permit which shall be maintained on the premises with other related inspection, licensing, and occupancy information.

Notice of the Decision will be posted to www.greenvillesc.gov/1182/Conditional-Use-Submissions. Anyone having a substantial interest affected by the Decision may appeal by filing a written notice and application form to the City of Greenville Board of Zoning Appeals within ten (10) business days of the date of the Decision.



Office Use Only:

Application# CU 16-402 Fees Paid 250⁰⁰
Date Received 6/13/16 Accepted By NS

**APPLICATION FOR CONDITIONAL USE
CITY OF GREENVILLE, SOUTH CAROLINA**

APPLICANT / PERMITTEE*: Roger Kersch

*Operator of the proposed use; Name
permit may be limited to this entity.

Sole member Frost Mug Sales LLC
Title / Organization

APPLICANT'S REPRESENTATIVE: Erin Breisford
(Optional) 15 FANCY CANE TRAVELERS REST

SAME
R2R Design Studio
Title / Organization

MAILING ADDRESS: 2575 Willow Point Way Ste 105, Knoxville, TN 37931

PHONE: 865.769.8075

EMAIL: ebreisford@r2rstudio.com

828 235-9711 roger.kersch@gmail.com

PROPERTY OWNER:

(Alvin J Hotz Jr. Trustee) Hotzfam Trust C

MAILING ADDRESS: PO Box 25416

PHONE: 864.297.6120

EMAIL: kathyhotzkramer@gmail.com

PROPERTY INFORMATION

STREET ADDRESS: 1818 Augusta St. Suite 120

TAX PARCEL #: 0216000100200 ACREAGE: 1.965 ZONING DESIGNATION: C-2

REQUEST

Refer to Article 19-4, Use Regulations, of the Land Management Ordinance (www.municode.com/library/)

DESCRIPTION OF PROPOSED LAND USE:

building
Craft Beer Market

INSTRUCTIONS

1. The application and fee, **made payable to the City of Greenville**, must be submitted to the planning and development office during normal business hours.
2. The applicant/owner must respond to the "standards" questions on page 2 of this application (you must answer "why" you believe the application meets the tests for the granting of a conditional use). See also **Section 19-2.3.6, Conditional Use Permit**, for additional information. You may attach a separate sheet addressing these questions.
3. For conditional use requests for nightclubs/bars, event venues, or businesses operating after midnight, the applicant must also submit the [Zoning Compliance Application for Establishments Serving Beer, Wine, or Liquor](#).

4. You must attach a scaled drawing of the property that reflects, at a minimum, the following: (a) property lines, existing buildings, and other relevant site improvements; (b) the nature (and dimensions) of the proposed development (activity); (c) existing buildings and other relevant site improvements on adjacent properties; and, (d) topographic, natural features, etc. relevant to the requested special exception.

5. You must attach the required application fee: \$250.00

6. The administrator will review the application for "sufficiency" pursuant to **Section 19-2.2.6, Determination of Sufficiency**, prior to routing the application for staff review. If the application is determined to be "insufficient", the administrator will contact the applicant to request that the applicant resolve the deficiencies. **You are encouraged to schedule an application conference with a planner, who will review your application for "sufficiency" at the time it is submitted. Call (864) 467-4476 to schedule an appointment.**

7. **Please read carefully:** The applicant and property owner affirm that all information submitted with this application; including any/all supplemental information is true and correct to the best of their knowledge and they have provided full disclosure of the relevant facts.

In addition the applicant affirms that the applicant or someone acting on the applicant's behalf has made a reasonable effort to determine whether a deed or other document places one or more restrictions on the property that preclude or impede the intended use and has found no record of such a restriction.

If the planning office by separate inquiry determines that such a restriction exists, it shall notify the applicant and advise them to withdraw or modify the application in a timely manner, or act to have the restriction terminated or waived.

To that end, the applicant hereby affirms that the tract or parcel of land subject of the attached application is ☐ or is not ☒ restricted by any recorded covenant that is contrary to, conflicts with, or prohibits the requested activity.

<u><i>Boyer Kerach</i></u>	APPLICANT SIGNATURE
<u>6-13-16</u>	DATE
<u><i>(Conley) Hotzfam Trust</i></u>	PROPERTY OWNER SIGNATURE
<u>06-10-16</u>	DATE

**Applicant Response To
Section 19-2.3.6(D), Standards – Conditional Use Permit**

(You may attach a separate sheet)

1. Describe the ways in which the proposal complies with the goals, policies, and standards of the ordinance and, in particular, with the standards of **Section 19-4.3, Use Specific Standards**.

See 2a

2. Describe the ways in which the infrastructure (roads, potable water, sewerage, schools, parks, police, fire, and emergency facilities) capacity is adequate to serve the proposed conditional use.

See 2a

June 9, 2016

1.

Responses to Section 19-2.3.6(D) Standards-Conditional Use Permits within 19-4.3 that would be reasonably considered pertinent for a *Casual Pint craft beer market* franchise retail business follows.

Please look at the attachments before continuing.

There is little difference between a *Casual Pint* and nearby *Panera Bread* when it comes to color palate, lighting, sound and the level of interior design. *The Community Tap* on Wade Hampton is a direct response to the same trend for craft beer, one has only to look at it to know what the target audience is of a *Casual Pint* and what the atmosphere is like.

The atmosphere and target audience for craft beer enthusiasts is family oriented. Trivia and board games are played and issues and topics of the day discussed. No loud music, just three TV's, no late nights ever. The beer is expensive and the customer base drinks less, it appeals to the more discriminating 20 to 40-something above average income and education white-collar professional.

There are no problems with (2d), (2e) (2g) of 19-4.3.3 (A)

(B) (5) One to four employees.

(7) Parking requirements have recently been satisfied.

(8) No known nuisances are expected.

(10) No impacts on adjacent properties greater than that of other uses permitted nearby.

2.

A response concerning infrastructure adequacy of public services is not warranted here.



city of greenville

Provide a response for each of the following:

1. Describe the ways in which the proposed use is consistent with the comprehensive plan.

No response - not aware of any

2. Describe the ways in which the request is appropriate for its location and is compatible with the character of existing and permitted uses of surrounding lands and will not reduce the property values thereof.

There is a need to meet the growing trend of craft beer enthusiasm in this area and the whole U.S.A.

3. Describe the ways in which the request will minimize adverse effects on adjacent lands including: visual impacts; service delivery; parking and loading; odors; noise; glare; and, vibration. Describe the ways in which the request will not create a nuisance.

-Nothing unusual in any way.

Meet With the Technical Advisory Committee

Applications for Zoning Compliance will be reviewed by the Technical Advisory Committee (TAC), a City Staff committee comprised of representatives from the following City Departments and appointed by the City Manager:

Building Codes and Inspections
Business Licensing
Economic Development
Public Information and Events

Police
Fire
Planning
Legal

The Technical Advisory Committee convenes once-a-month to meet with Applicants and review Conditional Use Permit applications that may be granted by the Zoning Administrator. This process promotes a more comprehensive understanding of the Applicant's proposal, which in turn conveys a more comprehensive understanding of the multiple Departments' operating requirements and expectations.

The Applicant, Business Owner, and Property Owner (if different) are required to attend a regularly scheduled TAC meeting prior to granting a Conditional Use Permit. Managers and anyone involved in operating the business are also encouraged to attend. The meeting date, time, and exact location within City Hall will be confirmed upon submittal of this application to the Planning and Development office on the 5th floor of City Hall.

Description of Proposed Use

Operating Plan

A craft beer market similar to *The Community Tap* but without wine. Patrons can choose among 30 draught taps served at the bar, by the pint. They can buy draught by the 'growler', and single cans or bottles or sixes from the dairy cooler to drink in or take out. A warm back stock is nicely displayed among several well designed display units. Simple trendy food items are served, heated and plated in the small kitchen area.

The atmosphere is warmly decorated and friendly, the sound system is good but modest volume maintained. Board and trivia games are on hand. Everyone feels welcome here, both genders and all ages.

Open 7 days, 11:30 to 11p.m. Sundays as law allows. The simple food is offered all hours.

One person opens, another comes on midafternoon, one or two more for peak evening hours, the first leaves when the first evening staff arrives.

See attachments for the Equipment Schedule.

Parking requirements have been met.

Smokers can use the outside tables.

Last call would be warning at 20 minutes before closing, then 15 minutes before closing the cutoff, announced on the sound system.

Security Procedures

1. No security specific staff.
2. Training for serving alcohol is required per ordinance.
3. Duties, policy and procedures will be in each employee's handbook
4. No entry/exit re-entry procedures will be required.
5. Crowd management is unlikely to be an issue.
6. Crime prevention through environmental design is not applicable as only four tables are outside in front in the build out plans.

Seating Plan

1. Seating plan, see attachments.
2. Feasibility is positive and there is a strong need to be met in this neighborhood for craft beer.

Business Plan

1. Business Plan. See attachments
2. Projected Revenue: 45% package (carry out), 40% drink in, 15% food.
3. No fees. Very infrequent live entertainment would be no admission, limited to two artists performing together.
4. Retail license #100202004 Frost Mug Sales LLC dba Casual Pint
5. SCDHEC permit not yet applied for, due 30 days before opening.
6. All SCDOR ABL-901 requirements have been met, final approvals inspection required before opening. Contact at SCDOR: Sherry 864 552-4912
7. SLED requirements have been met in (6.) above

building design summary

This project was designed based on applicable codes in use by this municipality. Please reference the cover sheet for a complete list of applicable codes for this project.

Construction Classification:			Code Reference:
Type - Protection:	III - Unprotected	Non-Sprinkled	(IBC Table 601.1)
Occupancy Classification:	A-2 (Assembly)		(IBC Chp 3)
Building Height and Area:	Allowed:	Actual:	Code Reference:
Area:	9,500 sf	2,502 sf	(IBC Table 503)
Height:	55'-0"	Existing	(IBC Table 503)
Max No. of Stories:	2	1	(IBC Table 503)
Stairs:	Not applicable for this project.		
Ramps:	Not applicable for this project.		
Code Reference:	(IBC Section 1010)		

life safety information

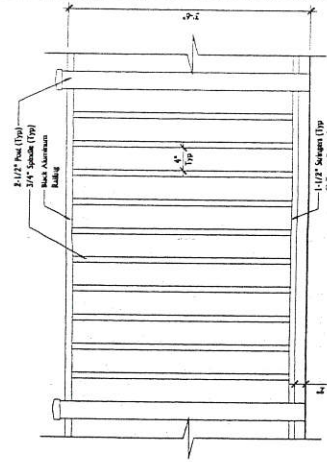
This project was designed based on applicable codes in use by this municipality. Please reference the cover sheet for a complete list of applicable codes for this project.

Separated Occupancies:			Code Reference:
Existing separation to remain, C.C. to maintain integrity of rated walls and floors/ceilings during construction.			(IBC Table 508.4)
Exit Requirements:	Required	Provided	Code Reference:
Max. Travel Distance to Exit:	250'	66'-5"	(IBC Table 1016.2)
Max. Dead End Corridor Length:	20'	10'-11"	(IBC Table 1018.4)
Min. Corridor Width:	44"	5'-0"	(IBC Table 1018.2)
Number of Exits Required:	2	2	(IBC Table 1021)
Total Distance Between Exits:	37'-6" min	52'-11"	(IBC Table 1015.2)
Min Dimension For Egress Doors:	32" min	32"	(IBC Table 1008.1.1)
Min Dim. For Path of Egress:	44" min	44"	(IBC Table 1005)

occupancy load summary

This project was designed based on applicable codes in use by this municipality. Please reference the cover sheet for a complete list of applicable codes for this project.

Occupancy Load:			Code Reference:
Mercantile	Area/Occupant	Occupant Load	(IBC Table 1004.1.2)
Kitchen	638 sf/200	4	
Unconcentrated Seating	909 sf/15	61	
Business	214 sf/100	3	
Standing	17 sf/5	4	
Total Occupant Load:	85 Persons		
Seating Count:	Interior	Exterior	
Unconcentrated Seating	70	12	
Total Seating Count:	70	12	
Fixture Count:	per/occupant:	Totals:	Code Reference:
Water Closet	1/75	2 W, 1 M	(IBC Table 2902.1)
Urinal	67% of WC	1	
Lavatory	1/200	1 W, 1 M	
Drinking Fountain	N/A	N/A	
Service Sink	1	1	

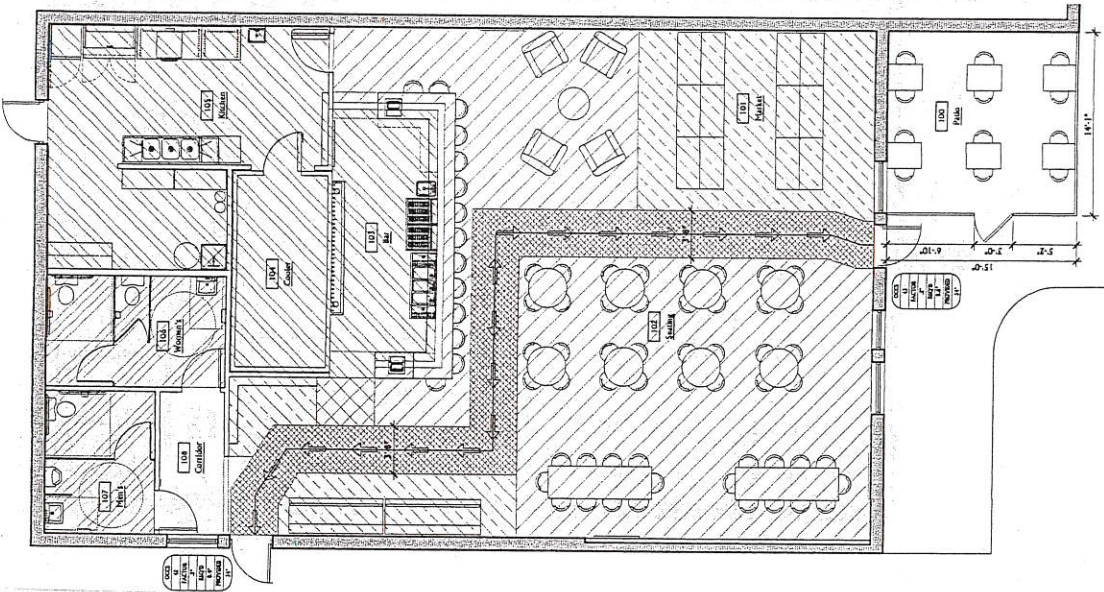


2 RAILING ELEVATION

SCALE: 1" = 1'-0"

Meets or Exceeds 2013 IRC Standards

OCCUPANCY LEGEND	
	MERCANTILE
	KITCHEN
	UNCONCENTRATED SEATING
	BUSINESS
	STANDING
	EGRESS PATH





OUR SERVICES

We don't just sell beer, we sell the beer experience



22 TAPS OF BEER ON THE WALL....

*New beers on tap
every few days and
we maintain a range
of lagers, ales, and
ciders for drinkers of
all types.*





22 BEERS! LET'S TRY THEM ALL!

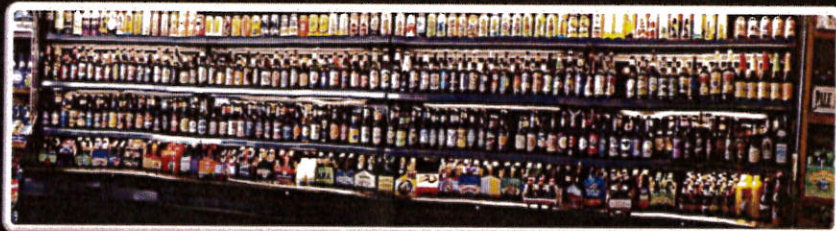
Flights of 4 or 6 samples provide a 5oz pour of the customers choosing



TAKE HOME YOUR FAVORITES

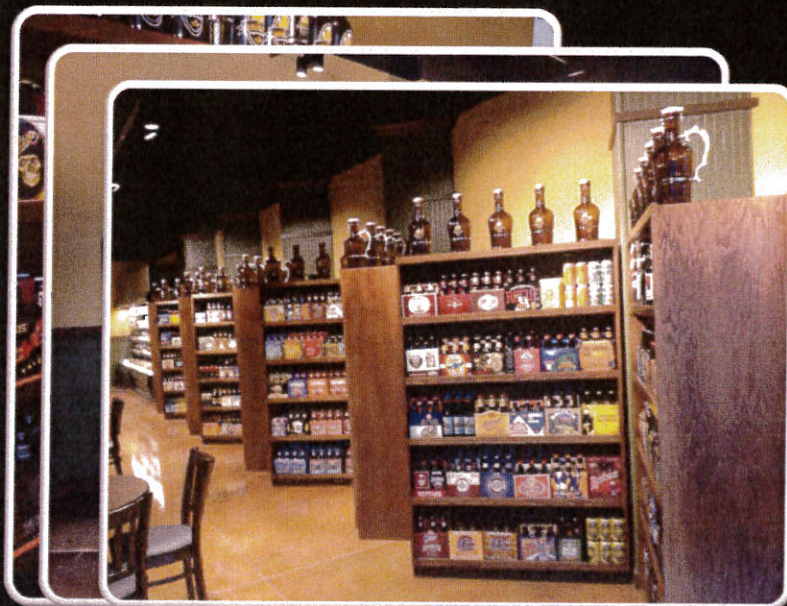
64oz and 32oz growler fills of any beer on tap. We offer a variety of growlers from the typical glass screw top, the decorated German style, and modern stainless steel in a variety of finishes.





COLD BEER BY THE BOTTLE

Over 200 beers for customers to enjoy while they stay and the mix-of-six to stock the fridge at home.



MMM....THAT IS GOOD, I'LL TAKE SIX TO GO.

Our wooden retail shelves hold hundreds of six packs and 22oz "bomber" bottles for our customers to take home their favorite beers.





TAP A KEG FOR A PARTY (NO KEG STANDS ALLOWED)

We offer kegs for sale for our customers private parties or events. We also provide all necessary tapping equipment to ensure the beer flows all night.



HAVE A BEER AND A BITE TO EAT

We offer a selection of light fare appetizers for our customers to enjoy. We have 8 menu items including: wings, brats, pita & hummus, pretzels, sliders and a variety of flatbreads. Each item is hot and ready in minutes.



The CASUAL PINT CHATTANOOGA

GET ME STARTED

CHIPS & SALSA

A GENEROUS PORTION OF CORN TOSTADA CHIPS PAIRED WITH SALSA(ONE REFILL INCLUDED)

5

FLATBREAD & HUMMUS

NAAN STONEFIRED FLATBREAD PAIRED WITH ROASTED RED PEPPER HUMMUS

7

BBQ CHICKEN NACHOS

CORN TOSTADA CHIPS TOPPED WITH SHREDDED MOZZARELLA CHEESE, GRILLED CHICKEN BREAST TOSSED IN BBQ SAUCE, BLACK BEANS & LETTUCE SERVED WITH SPICY CREMA SAUCE

8

BBQ PORK NACHOS

CORN TOSTADA CHIPS TOPPED WITH SHREDDED MOZZARELLA CHEESE, BBQ PULLED PORK, BLACK BEANS & LETTUCE SERVED WITH SPICY CREMA SAUCE

8

BAVARIAN PRETZELS & BEER CHEESE

HAND TWISTED BAVARIAN PRETZELS STICKS PAIRED WITH AWARD WINNING ENGLISH MOUNTAIN CHEDDAR BEER CHEESE

7

CRAFT BEER BREWERS WINGS

10 ROASTED CHICKEN WINGS TOSSED IN EITHER BUFFALO, BBQ OR SWEET THAI SAUCE SERVED WITH CELERY STICKS AND RANCH OR BLUE CHEESE

9

HAND CRAFTED PIZZAS

ROCKY CITY BBQ CHICKEN

13

12" CRUST TOPPED WITH BBQ SAUCE, WISCONSIN MOZZARELLA CHEESE, GRILLED CHICKEN BREAST, RED ONION AND CHEDDAR CHEESE
PAIRS WELL WITH: IPAS

RUBY FALLS BBQ PORK

13

12" CRUST TOPPED WITH WISCONSIN MOZZARELLA CHEESE, TENNESSEE PULLED PORK TOSSED IN BBQ SAUCE, RED ONION AND CHEDDAR CHEESE
PAIRS WELL WITH: IPAS

LOOKOUT MTN BUFFALO CHICKEN

13

12" CRUST TOPPED WITH BUFFALO OR SWEET THAI SAUCE, WISCONSIN MOZZARELLA CHEESE, GRILLED CHICKEN BREAST AND RED ONION
PAIRS WELL WITH: IPAS

NORTHSHORE BOHEMIAN WHITE

13

12" CRUST TOPPED WITH ALFREDO SAUCE, WISCONSIN MOZZARELLA CHEESE, TOMATO, SPINACH AND ONION
(ADD CHICKEN \$2)
PAIRS WELL WITH: IPAS

POINT PARK PEPPERONI

10

12" CRUST TOPPED WITH TOMATO SAUCE AND WISCONSIN MOZZARELLA CHEESE & MOUTH-WATERING PEPPERONI
PAIRS WELL WITH: IPAS

CHATTANOOGA CHEESE

9

12" CRUST TOPPED WITH TOMATO SAUCE AND WISCONSIN MOZZARELLA CHEESE
(EXTRA CHEESE \$1)
PAIRS WELL WITH: ENGLISH OATMEAL ALE

SANDWICHES & MORE

ALL SANDWICHES SERVED WITH SEA-SALTED KETTLE CHIPS

SIGNAL MTN SMOKER

8

TENNESSEE PULLED PORK, BRATWURST, RED ONION, BEER CHEESE, BBQ SAUCE AND DIXIE COLESLAW ON FLATBREAD
PAIRS WELL WITH: IPAS

RED BANK CHICKEN BLT

8

GRILLED CHICKEN BREAST, CHERRYWOOD SMOKED BACON, LETTUCE, TOMATO & AVOCADO WITH SIGNATURE KICKBACK SAUCE ON A FLOUR TORTILLA
PAIRS WELL WITH: IPAS

CHOO CHOO CHICKEN

8

GRILLED CHICKEN BREAST, SHREDDED MOZZARELLA CHEESE, LETTUCE AND AVOCADO WITH SPICY SRIRACHA MAYO ON FLATBREAD
PAIRS WELL WITH: IPAS

SAW WORKS BROWN ALE BRAT

8

MIDWESTERN BRATWURST COOKED IN SAW WORKS BROWN ALE, SERVED ON A CHALLAH BUN
PAIRS WELL WITH: IPAS

TN PULLED PORK SLIDERS

8

TWO BBQ PULLED PORK SLIDERS TOPPED WITH COLESLAW AND SERVED ON CHALLAH BUNS
PAIRS WELL WITH: IPAS

Where
*Beer
Lovers*
Meet®

@TCPCHATT

@TCPCHATT

THECASUALPINTCHATTANOOGA

CHATTANOOGA.THECASUALPINT.COM

Groceries, Growlers and Growth

1976

The story of the Casual Pint begins with Jon Robinette in 1976. That was the year Jon took up the grocery business, landing a job with Harris Teeter Neighborhood Food & Pharmacy in Mountain City, Tenn. He began with the basics—stocking the shelves, working the cash register and keeping the place cleaned up. Soon, though, he began moving up the career chain, from co-manager, to store manager, to area supervisor, to area specialist.

Jon's experience with Harris Teeter taught him what separates the country's best grocers from their mediocre competitors—things like a wide selection of fresh, high-quality produce, meats, and other perishables. A world-class store is always clean, well-lighted, and easy to get around in. It is well staffed with helpful and friendly professionals who ensure that questions are answered and checkouts are quick. And it has a generous selection of prepared products to make a shopper's life just a little bit easier.

1997

In other words, when you go into the country's best grocery stores, you find high-quality products without having to search, you get out quickly, and you're happy with the experience. Jon made sure to apply these lessons in 1997 when he became manager of Harris Teeter's Quality Assurance Department in Greensboro, N.C. As he moved forward, Jon worked briefly as area sales manager for Giant grocery stores in Quincy, Mass., and for Food City as an area manager.

2004

During this time, Jon's son Nathan also decided to get into the grocery business, starting with Harris Teeter as an assistant store manager and co-manager in Raleigh, N.C., in 2004. He later worked for Earth Fare in Raleigh and in Johnson City, Tenn., and eventually took up with KeHE Distributors. There he sold products to Food City, such as specialty and gourmet cheese, organic groceries, other specialty groceries, and frozen dairy items.

2011

He was doing pretty well for himself, but it wasn't enough. Nathan is an entrepreneur at heart; he needed be his own boss. Along the way he had developed a passion for craft beers, those extraordinary artisanal concoctions created by small breweries around the region and the country.

Craft brewers have the same obsession for uncompromising quality that Nathan and Jon developed in the grocery business. They believe beer should be created by impassioned brewmasters, not by accountants and marketers. For his part, Nathan dreamed of providing a gathering place that honors their vision and rewards their effort. Enter the Casual Pint.

With Nathan providing the dream, Jon providing the capital, and both providing business expertise, they opened their first location in Knoxville's Bearden neighborhood. That was 2011. The next year they opened a second location, this one on Union Avenue in downtown Knoxville.

When you step into a Casual Pint you're greeted with the same casual, homey atmosphere you find at your favorite coffee house. Belly up to the bar and watch the game, or lounge around on padded chairs gabbing with friends. Get a pint from the tap if you can stay, or a six-pack from the shelves if you've got to skedaddle. If you can't stay but you must have a tap beer, take a Growler with you to enjoy at home. So please, stop by and relax. You have a personal invitation from Nathan and Jon.



Equipping The Craft Beer Enthusiast

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Today

